



ALAA EL DIN MOHAMED SHAFIE

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Profile:

An exceptional leader with over seventeenth years of experience producing significant results in highly competitive World-Class operations & international destinations to include; Dubai, Morocco , Qatar, Saudi Arabia and Egypt , with a very strong track record of accomplishment and exceeding expectation .

Extensive experiences in the hospitality and development sectors including soft opening in all phases of city, resorts hotel operations and leasing. Holder of **PDP, from Cornell University, USA, associated certificate in Tactics for Profitability, Yield Management, and High Diploma of the Hotel management form Swiss Academy.**

I have had the pleasure of opening, supervising and managing four and five star hotels, mall, and theme park in addition to a **numerous of huge project from business plan phases**, and I use the **balanced scorecard indicator or KPI** systems to achieve my strategic objectives in customer services and financial results

With focus on - Optimising Guest Satisfaction ~ Human Resources Management ~ Marketing Management ~ Operational Excellence ~ Training ~ Change Management ~ building strong cohesive teams for success. Wide experience with most of the international hotels within our region in addition to my solid pre and post opening experience and commitment with passion for exceeding guests expectations along with delivering **the optimum return on investment for both management company and owners.**

Current Work Experience:

Sep 2019 – Aug 2020

General Manager

Baira Wizarat Hotel - Riyadh KSA

www.bairahotels.com

Reporting to area general manager of Baira Hotels & Resorts

Directs the overall operation of the hotel to maximise performance, profitability and return on investment, creates a positive and productive work environment ensuring superior guest service and compliance with quality and operational standards. Responsible for 220 Rooms including 8 suites, two restaurant and four meeting rooms
Responsible for the entire operation, develops the strategy plan and annual budgets, EBTDA, GOP etc

- Monitoring the daily activities of all departments in the hotel.
- Greeting and receiving feedback from customers in order to ensure satisfaction.
- Catering to the guest's needs, maintaining the highest standards of quality and service, constantly enhancing the customer's experience.
- Personally welcoming V.I.P. hotel guests
- Getting feedback from guests and/or patrons in order to ensure satisfaction with general service
- Ensure full compliance to Hotel operating controls, SOP's, policies, procedures and service standards.
- Developing, implementing and evaluating policies and procedures for the general operations of any department or of the entire Hotel.
- Lead all key property issues including capital projects, customer service and refurbishment if needed.
- Responsible for the presentation and subsequent achievement of the hotel's annual Operating Budget, Marketing & Sales Plan and Capital Budget.
- Ensure all decisions are made in the best interest of the hotel and management.
- Deliver hotel budget goals and set other short and long term strategic goals for the property and development.
- Developing improvement actions, carry out costs control and / or savings.
- Closely monitor the hotel business reports on a daily basis and take decisions accordingly.
- Ensure that monthly financial outlooks for Rooms, Food & Beverage, Admin & General, on target and accurate as per the set budget.
- Maximizing room yield and hotels revenue through innovative sales practices and yield management tactics.
- Prepare the monthly financial reports for the owner and Head office.
- Draw up plans and budget (revenues, costs, NOP, etc.) for the management and owners.
- Helping in the procurement of operating supplies and equipment, and contracting with third-party vendors for essential equipment's and services.
- Act as a final decision maker in hiring a key staffs.
- Coordination with HOD's for the execution of all activities and functions.
- Overseeing and managing all departments and working closely with department heads on a daily basis.
- Manage and develop the Hotel Executive team to ensure career progression and development.
- Provide effective leadership to hotel team members.
- Respond to audits / quality team to ensure continual improvement is achieved.
- Assisting in sales as and when is required for development with strong sales prospects
- Responsible for safeguarding the quality of operations both (internal & external audits)
- Responsible for legalization, Occupational Health & Safety Act, municipality, fire regulations and other legal requirements

Jan 2016 – August 2019

Complex General Manager

Tolip Family Park Hotel and mall

Directs the overall operation of the hotel to maximise performance, profitability and return on investment, creates a positive and productive work environment ensuring superior guest service and compliance with quality and operational standards. Responsible for 214 Rooms including 29 suites, one presidential suite and 4800 SQ mall (110 shop bays)

Responsible for the entire operation, develops the strategy plan and annual budgets, EBTDA, GOP etc

Responsible for overseeing the development and validation of all standards related to the operations of Family Park complex (Tolip Hotel and Mall in connection with Tolip family theme park) attractions and guest services. Responsible for developing safety standards, measuring and auditing those standards to insure safe Complex. Attractions operations, guest relations, Main Entrance tickets and all other services that interface with the guests including hotel, Retail and Food and Beverages of the family park complex.

Responsible for every aspect of the Day-to-day Running of Tolip Family Park. This Includes Key Functions, Such as managing the Customer Experience, Strategic Planning and development, monitoring health and Safety, overseeing The Park's, Hotel and Mall Finances and Staff Management
Propose And Implement Strategies to Constantly Improve Customer Satisfaction and complex Development. In Addition oversees the Marketing of the Family Park In Order To Generate Business, including all areas of the Park, Retail and Food and Beverages.

Major Accomplishments:

- Increase the Banquet revenue by 122 % in comparison to 2017.
- Increased the profitability for the complex by 25 % above of the set 2018 NGOB budget.
- Lowest food cost amongst Tolips Hotels, Year to date food cost 29 %.
- One of the most important and biggest achievements that I was able to unite the team on a collective goal and build up a strong, professional and loyal team with almost zero conflict.
- Successfully planned, developed and implemented strategies objective for the department heads with clear goals and objectives.
- Increased business resources from governmental sectors.
- Together with the team, we managed to created new programs, which positively contributed to increasing the level of satisfaction and the number of repeat customers.

Group General Manager for four brands

Lamar international Hotels & Resorts Feb 2012– Jan 2016

- Royal Lamar Hotels
- Lamar Hotels
- Sun Plaza Hotels
- Lamar Residence

www.lamarhotelsgroup.com

- Contributing significantly to the growth and profitability by identifying major business opportunities.
- Represent the group with wholly-owned, subsidiary and associate companies, liaising with the SVP and Chairman regarding significant operational decisions.
- Contribute to the formulation and communication of the company's short and long-term strategies plan Produce results according to business plans and financial targets through the effective management of wholly-owned and subsidiary companies.
- Guide, direct, develop, motivate and manage the performance of all direct reports in line with the Performance Management System to assist in the realization of their potential and to enhance their knowledge-based competencies.
- Identify new business opportunities and investment potential and produce a **business case for consideration** by the Management Committee.
- Meet with potential business partners to assess their suitability for inclusion within the Group.
- Evaluate daily, weekly and monthly financial and operational reports from wholly-owned subsidiary and associate companies.
Provide business, financial and contractual expertise for the Group on business development for existing and new investments.

- Liaise with auditors, lawyers, bankers and authorised government bodies and other third parties that provide the wholly-owned subsidiary and associate companies with their services.
- Act as a champion of continued change and improvement of policies and processes within the Group, to ensure the company is maximising the potential business opportunities in line with a highly competitive and fast changing business environment.
- Ensure that all operational decisions are in line with company policy and have the approval of the SVP and / or the Chairman. Minimum 10 to 15 years senior management experience, in a variety of organizations and across many disciplines.

General Manager

At DC Hotel Forty four west bay tower a division of Hospitality, Ministry of Foreign & Affairs. Owned by Qatar Foundation December 2009 – Jan 2012

www.44westbaytower.com

Directs the overall operation of the hotel to maximise performance, profitability and return on investment. Creates a positive and productive work environment ensuring superior guest service and compliance with quality and operational standards. Responsible for 168 executive suites and one Penthouse with a budget of QR 52 M and net profit of QR 30.7 M for year 2011. Responsible for the entire operation, develops the strategy plan and annual budgets, GOP, BP.

Work closely with DC project, business development and owner representative teams to set the payback plan and return on investment for upcoming years reporting directly to DC CEO.

Major Accomplishments:

- Reviewing the entire set of policies and procedures and introducing new ones, mainly focusing on quality, guest satisfaction tracking and building customer loyalty.
- Develop financial, operational and business plans
- Develop and implementation of marketing plans to maximise the room's food and beverage revenues.
- Establish and maintains a pro-active human resource function; Fosters the development of a positive work environment for all employees.

Director of operation in charge at Dubai World Trade Centre division of the Hospitality, Dubai World Trade Dubai Centre Suites, October 2000 – November 2009

www.dwtc.com

Responsible for 492 fully furnished and serviced Suites, 75 shop bays, member of DWTC quality Team, ISO 9001:2000. Reporting to the Hospitality Vice President.

Major Accomplishments:

- Updating and upgrading the rate structure based on a SWAT analysis & competition Benchmarking.
- Introducing rate flexibility management in relation to occupancy levels, corporate accounts productivity and commissionable rate for travel agents.
- Renovation of 250 Suite Apt within 2 years during the summer months.
- Securing summer business through contracting the accommodation requirements of the groups sponsored by the Dubai Summer Surprises organizing committee and Airlines.
- Increased the profitability for the hospitality division.
- Increased business resources from GCC, Travel Agent & Tour Operators.
- Achieved and maintained 100% occupancy levels at competitive prices in all commercial leased areas.

- Responsible for planning, development and implementation the strategies, policies, short & long terms lease to attain overall goals and objectives.
- Increased the division cash flow and successfully managed to reduced the outstanding balances

Assistant Rooms Division Manager, Al Faisaleya Hotel, Saudi Arabia and Rosewood Hotels & Resorts, May 2000 –September 2000
www.rosewoodhotels.com/AlFaisailiah

Assistant Front Office Manager in charge of *Training* in **HILTON RABAT, Morocco**, 260 rooms plus 20 apartments and Intercontinental Jeddah.

March 1998

- <http://www3.hilton.com/en/hotels/saudi-arabia/makkah-hilton-hotel-MAKHITW/index.html>
- www.hilton.com/Luxor
- [Adwww.intercontinental.com/Jeddah](http://www.intercontinental.com/Jeddah)

Management career commenced as Assistance Front Office Manager in Hilton Makah, Saudi Arabia, 649 Rooms and Intercontinental Jeddah

Training:

| Dates | Course / Seminar |
|------------------|---|
| May / June, 2007 | <ul style="list-style-type: none"> • A Toolbox of Skills for the professional Manager, <i>Dubai World Trade Centre / the Knowledge Brokers</i> |
| January, 2007 | <ul style="list-style-type: none"> • Business Quality Management, Government of Dubai / Department of Economic development |
| December, 2005 | <ul style="list-style-type: none"> • Leadership Throughout, Dubai World Trade Centre |
| October 2004 | <ul style="list-style-type: none"> • Performance and Development Skills Workshop, Dubai World Trade Centre |
| May, 2001 | <ul style="list-style-type: none"> • Positive Discipline & Counselling Skills Course, Dubai World Trade Centre |

Education

PDP Cornell University, USA

- Rooms Management: Tactics for Profitability

Rooms Division Management conduct concerning product, rate and inventory issues. Explored dynamic tactics of increasing profitability through Rooms Management,

- Hotel Yield Management

How to increase revenue and set pricing systems, “more than price for the same product” to increase profitability.
Selling strategy and availability control.

Developing rate recommendations and demand control.

- Holder of PDP, from Cornell University, USA, associated certificate in Tactics for Profitability and Yield Management.
- High Diploma of the Hotel management from Swiss Academy.